

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1956
94A v 1
Page 2

Fruits and Juices
AVAILABILITY
in Retail Food Stores
.... August 1951....



U.S. DEPARTMENT of AGRICULTURE
✓ Production and Marketing Administration
✓ Fruit and Vegetable Branch

FOREWORD

This report summarizes information on availability of certain fresh citrus fruits and canned single strength and frozen concentrated juices in retail food stores in the United States during August 1951 as compared with earlier survey months. Information is also presented on availability and retail inventories of dried fruits during May 1951 in comparison with previous survey months. May 1951 is the most recent period for which dried fruit data are available, a survey limited to these fruits having been made during that month. Preceding reports in this series, issued by the Fruit and Vegetable Branch of the Production and Marketing Administration, have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; and February 1951.

The report is presented in three sections. Section I presents a group of summary tables in which the data from the May and August 1951 surveys are compared with similar information obtained during selected previous survey months. Section II includes a series of tables presenting more detailed data from the May and August 1951 surveys. Section III presents information on the availability of fresh oranges and lemons in those stores customarily handling fresh fruits or vegetables.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability and inventories of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

This work is financed cooperatively by participating fruit industry groups and the United States Department of Agriculture. Funds used by the United States Department of Agriculture are those provided under the Research and Marketing Act of 1946.

	Page
Summary	1
Figure 1 - Survey regions	5
Table 1.- Composition of sample of retail food stores included in national retail food store audit, August 1951	6
<p style="text-align: center;"><u>Section I - Summary Tables</u> Availability of fruits and juices in retail food stores, August 1951, compared with selected months of 1949-1951</p>	
Table 2.- Fresh oranges: Percent of retail food stores with product available, by store classification, city size, and geo- graphic area, specified months, 1949 - 1951	8
Table 3.- Fresh lemons: Percent of retail food stores with product available, by store classification, city size, and geo- graphic area, specified months, 1949 - 1951	9
Table 4.- Canned and frozen juices: Percent of retail food stores with indicated products available, specified months, 1949 - 1951	10
Table 5.- Frozen concentrated orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	11
Table 6.- Canned single strength orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	12
Table 7.- Canned single strength grapefruit juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951 ..	13
Table 8.- Canned and bottled prune juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	14
Table 9.- Dried fruits: Percent of retail food stores with indicated products available, and inventories in retail food stores, specified months, 1949 - 1951	15
Table 10.- Dried prunes: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	16

Table 11.- Dates: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	17
--	----

Section II

Availability in retail food stores: Canned and frozen juices, August 1951, and dried fruits, May 1951

Table 12.- Canned single strength juices: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, August 1951	20
Table 13.- Frozen concentrated juices: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, August 1951	22
Table 14.- Dried fruits: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, May 1951 (dried prunes by package size, and dates by origin)	23
Table 15.- Dried prunes and dates: Inventory in retail food stores, by store classification, city size, and geographic area, May 1951 (dried prunes by package size, and dates by origin)	24

Section III

Availability of fresh fruits in stores customarily handling fresh fruits or vegetables, August 1951 and selected months, 1949 - 1951

Table 16.- Fresh oranges: Percent of retail food stores customarily handling fresh fruits or vegetables with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	26
Table 17.- Fresh lemons: Percent of retail food stores customarily handling fresh fruits or vegetables with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951	27

Availability of Fresh Citrus Fruits, Canned and
Frozen Juices, August 1951, and Dried Fruits,
May 1951, in Retail Food Stores

SUMMARY

Availability of fresh oranges and lemons and canned and frozen juices in retail food stores was at a record or near record level during August 1951, compared with other survey months of the last 3 years. Frozen concentrated orange juice was available in about 46 percent of the retail food stores surveyed, and canned single-strength orange juice in 94 percent--the largest proportion with these products during any survey month thus far. At the same time, fresh oranges could be purchased in about 75 percent of these food stores, an increase over availability during August of the previous 2 years. Fresh lemons were reported in 83 percent of the stores and canned lemon juice in 49 percent, also the highest for any survey month to date. Canned single strength grapefruit juice, on the other hand, was available in slightly less than 87 percent of the stores, about equal to the high reported in February of this year. Frozen concentrated grapefruit juice, however, was stocked by 24 percent of the stores, a record for this product.

According to the dried fruit survey during May 1951, dried prunes were available in 77 percent of the stores and dates in 40 percent, an increase over the proportion carrying these products in May 1950. Prune juice could be purchased in 71 percent of the stores during August 1951, the largest proportion with prune juice in stock during a survey month. Dried prune inventories in retail food stores during May 1951 were 9 percent below those of May a year ago, while inventories of dates exceeded those of May 1950 by 48 percent.

Frozen Concentrated Juices

Frozen concentrated orange juice was available in 46 percent of the retail food stores during August 1951, compared with 44 percent last February. The record availability was reflected in increases in all regions and in all city sizes, as compared with earlier survey months. The largest increase occurred in the North Central Region, where 59 percent of the stores stocked frozen concentrated orange juice, compared with about 51 percent in February. Availability in national chain stores increased sharply, with 95 percent of these stores carrying the product in August 1951, compared with only 74 percent last February. There were only slight increases in availability of frozen concentrated orange juice in regional chains and independent stores (table 5).

Frozen lemonade base could be purchased by consumers in 34 percent of the retail food stores during August 1951, a sharp increase over the 24 percent in February 1951 and the 20 percent in August a year ago. Eighty-five percent of the national chain stores and 94 percent of the largest size stores (sales volume over \$500,000 annually) had frozen lemonade base available (tables 4, 13).

Frozen concentrated grapefruit juice could be purchased in 24 percent of the retail food stores during August 1951, a slight increase over the 22 percent in February. Availability was highest--78 percent--in the stores with an annual sales volume over \$500,000. A larger proportion of the regional chain stores--

54 percent--carried frozen concentrated grapefruit juice than did national chain stores--49 percent. For the other major frozen juices, availability was larger in the national chains (tables 4, 13).

Frozen concentrated orange-grapefruit blended juice could be purchased in only about 19 percent of the food stores. Compared with other frozen juices in the survey, lower availability of this product was found in retail food stores in each region and city size (tables 4, 13).

Canned Juices

The proportion of retail food stores with the major canned juices in stock during August 1951 was at a record or near-record level. Canned single-strength orange juice, lemon juice, lemonade base, apple juice, and prune juice were available to consumers in more retail food stores than during any previous survey month. Availability of the other major juices was slightly below record levels established in other survey months (table 4).

Canned single-strength orange juice availability increased slightly to a record level, with the product in 94 percent of the retail stores. This juice was on hand in all of the national chain stores in the survey, in 99 percent of the regional chains, and in 94 percent of the independent stores. Availability exceeded 90 percent in all types of stores and areas by which stores were classified except in New York City, where only about 80 percent of the stores had canned single-strength orange juice on hand (table 6).

Canned single-strength lemon juice was in stock in 49 percent of the stores, a record for any survey month thus far, and a slight increase over the 48 percent in August 1950. The proportion of regional chain stores with canned lemon juice has increased successively from 80 percent in August 1950 and 90 percent last February to 95 percent in August of this year. Ninety-eight percent of the national chain stores stocked lemon juice, but this product was in only 46 percent of the independent groceries. Availability in the South and Mountain-Southwest regions and in New York City increased substantially over the level recorded last February and in August 1950 (table 12).

Canned lemonade base (shelf pack) was available in 27 percent of the retail food stores during August 1951, compared with only 12 percent in the same month a year ago. The gain was the result of a very sharp increase in availability in all types and sizes of retail food stores. The product was stocked by 56 percent of the national chain stores, 66 percent of the regional chains, and 25 percent of the independent groceries in August 1951 (tables 4, 12).

Canned single-strength grapefruit juice was available in almost 87 percent of the food stores surveyed, about unchanged from last February. Availability was lowest in the South, where only 77 percent of the stores had this juice, compared with an average above 90 percent for all other regions (table 7).

Availability of canned single-strength orange-grapefruit blended juice, which was stocked by 60 percent of stores in August 1951, continued to remain well below that of orange juice and grapefruit juice, which could be purchased in 94 and 87 percent of the stores, respectively. Compared with August of last year, a slightly smaller proportion of the national chain stores and a somewhat

larger proportion of regional chain and independent stores had orange-grapefruit blended juice on hand. The low availability of this canned juice, as compared with orange or grapefruit juice, can be attributed to its absence in a large proportion of the independent groceries (table 12).

Prune juice could be purchased in 71 percent of the retail food stores surveyed during August 1951, slightly above the availability last February and a record for any survey month to date. Any further sizeable increase in availability is dependent upon better distribution among the independent grocery stores. All of the national chain stores surveyed and 97 percent of the regional chain stores had prune juice in stock, whereas only about 70 percent of the independent food stores had this juice on hand. Since August 1949, the proportion of national chain stores with prune juice has increased from 90 to 100 percent; in regional chain stores, from 90 to 97 percent; and in independent groceries, from 60 to 70 percent (table 8).

Fresh Citrus Fruits

Fresh oranges were available in 75 percent of the Nation's retail food stores surveyed in August 1951, an increase over the 71 percent in August a year ago and the 66 percent in August 1949. The proportion of regional chain stores with fresh oranges increased to 94 percent, equaling availability in national chain stores. Availability in independent stores increased to 74 percent from 70 percent in August a year ago. In the Northeast Region, availability reached a record level for this series of surveys, with 87 percent of stores having fresh oranges on hand. The extended harvesting season for Florida oranges this year was possibly a factor in the increased availability in the South and in New York City, compared with August 1950 (table 2).

In addition to measuring availability in terms of total number of retail food stores, data also were obtained on the proportion of food stores customarily handling fresh fruits or vegetables that had oranges available. Of this latter type, 86 percent had fresh oranges on hand during August 1951. This was about the same proportion as in August a year ago but considerably above the 78 percent in August 1949. Fresh oranges were available in 99 percent of the regional chain stores customarily handling fresh fruits or vegetables, 94 percent of the national chain stores, and 86 percent of the independent food stores. Among these stores, availability was highest in the North Central Region, where 99 percent had fresh oranges on hand, and lowest in the South, where only 62 percent had oranges available. However, in the South, this represented an increase over the 54 percent in August a year ago (table 16).

Fresh lemons could be purchased in a record proportion--83 percent--of the retail food stores during August 1951, compared with 78 percent in August 1950 and 76 percent in August 1949. All of the national chain store outlets surveyed had fresh lemons on hand, an increase over the 97 percent in August of last year. Availability of fresh lemons in regional chain and independent stores was at a record level, and substantially above that of February 1951 and August 1950. Regionally, the sharpest increases, compared with August a year ago, were in the Northeast and the South (table 3).

Of those retail food stores customarily handling fresh fruits or vegetables, fresh lemons were available in 96 percent during August 1951, an increase over

the 94 percent in August 1950, and a record for any survey month to date. Among the largest increases in availability were those in regional chain stores, where all of the stores surveyed had fresh lemons, compared with 91 percent in August a year ago. Fresh lemons also appeared in each of the national chain stores surveyed during August and in 96 percent of the independent food stores with fresh fruits or vegetables. There also was a substantial increase in New York City stores customarily handling fresh fruits or vegetables with fresh lemons on hand, compared with August of last year (table 17).

Dried Fruits

According to the dried fruit survey in May 1951 (the most recent survey for these products) dried prunes were available in 77 percent of the Nation's retail food stores. This was slightly above the proportion of stores handling dried prunes in May 1950 but below the 82 percent availability during February 1951. Compared with May 1950, there was a slight increase in availability of dried prunes in both the 1-pound and 2-pound carton, as well as in transparent film bags. The 1-pound carton continued to be the leading container, appearing in 66 percent of the stores. The 2-pound carton was available in 22 percent of the stores, and the transparent film bag in 8 percent (table 9).

There was an appreciable increase over May 1950 in the proportion of stores in the Northeast and Southern regions handling dried prunes. Although the proportion of national and regional chain stores with dried prunes in stock was slightly higher in May 1951 than in February, 98 and 95 percent, respectively, the proportion of independent stores handling dried prunes declined from 82 to 76 percent. Nonetheless, availability in independent stores during May was somewhat improved over that during comparable months of 1949 and 1950 (table 10).

Inventories of dried prunes in retail food stores during May 1951, based on survey indications, totaled 5,397 tons, about 9 percent below the estimated 5,960 tons on hand in May 1950. Inventories in regional chain stores were 34 percent below those in May 1950 (tables 9, 15).

Dates were available in 40 percent of the retail food stores during May 1951. Only 6 percent had dates identified as domestic, compared with 29 percent with dates identified as imported. Eleven percent of the stores had at least some dates which were not identified as to origin. In comparison with last February, the proportion of stores with domestic dates declined about one-half, while the proportion with imported dates declined only about one-third. During May, 87 percent of the national chain stores and 82 percent of the regional chain stores in the survey had some dates available. Although a considerably smaller proportion of independent stores had dates--38 percent--availability was improved over the 31 percent in May 1950 and the 27 percent in April 1949 (tables 9, 14).

Inventories of dates in hands of retail food stores during May 1951 were estimated at 1,107 tons, a considerable increase over the 749 tons in May 1950, or the 802 tons in April 1949. The largest portion of the increase in stocks occurred in independent groceries, where stocks totaled about 800 tons in May 1951, compared with 540 tons in May 1950. At the same time, stocks in national chain stores increased from near 58 tons to 117 tons. Of the total inventories of 1,107 tons in May 1951, 252 tons were identified as domestic dates and 632 tons as imported dates (tables 9, 15).

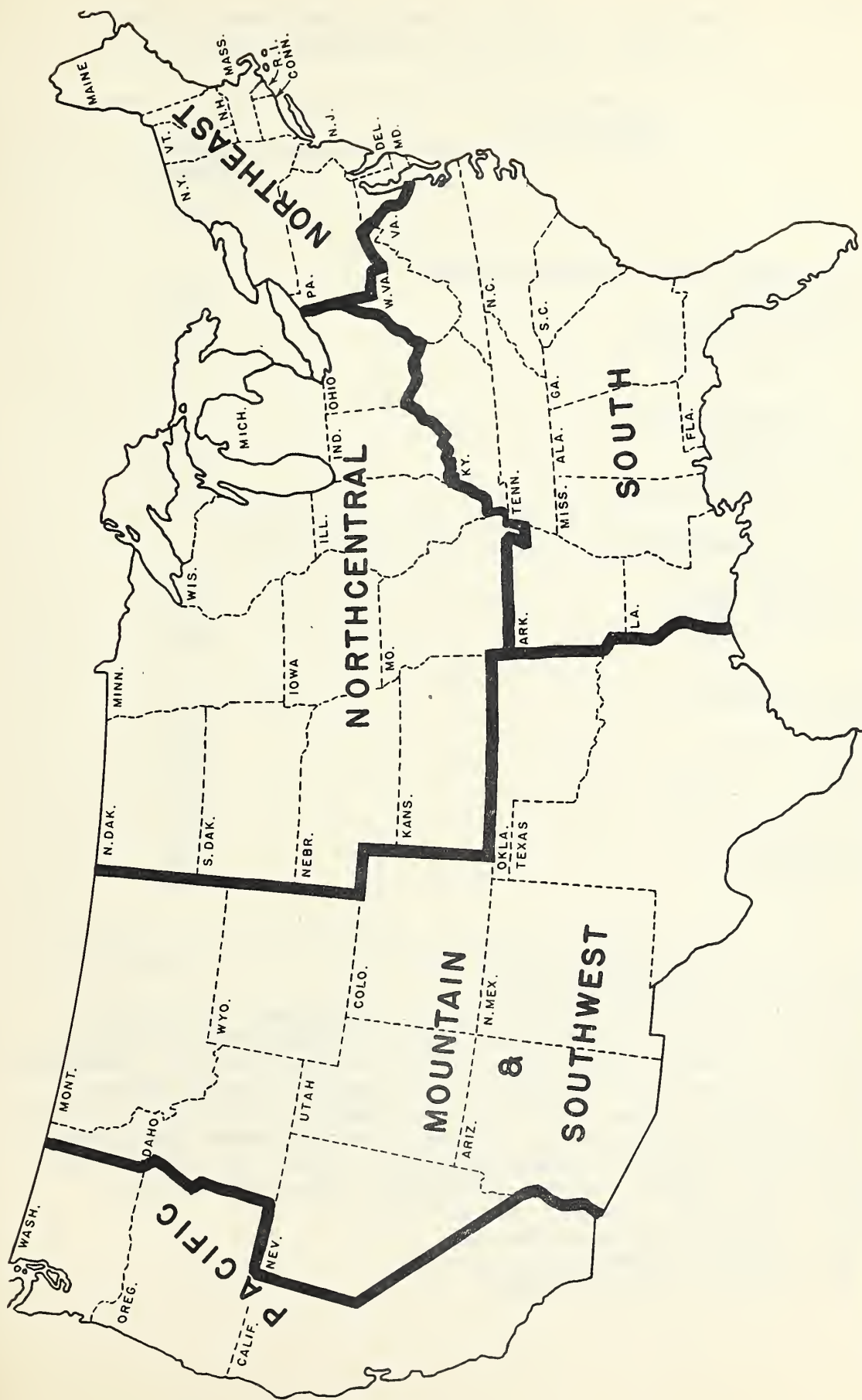


Figure I.-- Regions for national retail food store audit.

Table 1.- Composition of sample of retail food stores included
in national retail food store audit 1/, August 1951

Classification	Stores
	<u>Number</u>
U. S. total	1,833
<u>Dollar volume of store business annually:</u>	
Under \$50,000	936
\$50,000 to \$100,000	456
\$100,000 to \$500,000	372
\$500,000 and over	69
<u>Type of store management:</u>	
National chains	58
Regional chains	102
Independent groceries	1,673
<u>City size, population:</u>	
Under 10,000	605
10,000 to 100,000	357
100,000 to 500,000	230
500,000 and over	641
<u>Region 2/ or city:</u>	
Northeast	250
North Central	270
South	240
Mountain-Southwest	263
Pacific	230
New York City <u>3/</u>	245
Chicago <u>4/</u>	148
Los Angeles <u>5/</u>	187

1/ Conducted by Industrial Surveys Co., Inc., for U. S. Department of Agriculture under RMA contract.

2/ Regions included the following States: Northeast - New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland, and District of Columbia; North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri; South - Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Arkansas; Mountain-Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma; Pacific - Washington, Oregon, and California.

3/ Not included in Northeast Region.

4/ Not included in North Central Region.

5/ Not included in Pacific Region.

Section I

Availability of fruits and juices in
retail food stores, August 1951, com-
pared with selected months of 1949-1951

Table 2.- Fresh oranges: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
- - - - Percent of stores - - - -						
U. S. total	65.7	77.1	77.5	71.1	82.6	74.8
<u>Volume of store business:</u>						
Under \$50,000	57.6	71.9	71.8	63.5	75.2	64.2
\$50,000 to \$100,000	82.4	87.3	89.1	88.9	94.1	91.1
\$100,000 to \$500,000	90.6	93.7	96.9	94.7	95.9	96.3
\$500,000 and over	95.3	95.2	96.5	94.7	100.0	99.6
<u>Type of store management:</u>						
National chains	96.1	94.4	96.3	96.2	95.3	94.2
Regional chains	89.1	88.8	91.2	88.3	93.1	93.9
Independent groceries	63.9	76.1	76.4	69.6	81.9	73.6
<u>City size, population:</u>						
Under 10,000 ^{1/}	61.1	78.4	75.6	66.2	82.0	70.5
10,000 to 100,000	73.7	82.5	84.2	81.2	86.1	81.4
100,000 to 500,000	80.7	82.9	87.4	81.3	91.9	85.8
500,000 and over	60.0	63.6	67.4	65.9	72.6	73.0
<u>Region ^{2/} or city:</u>						
Northeast	75.7	80.0	82.5	79.6	84.1	86.9
North Central	86.0	90.5	93.5	91.1	92.6	91.2
South	40.3	67.6	57.9	41.6	72.6	51.9
Mountain-Southwest	63.0	78.2	79.6	71.6	77.9	75.7
Pacific	85.0	87.8	93.8	92.7	94.6	93.3
New York City	46.6	50.3	55.2	47.4	58.3	55.3
Chicago	75.5	83.8	85.2	84.6	88.8	92.3
Los Angeles	31	31	86.2	84.2	86.3	81.8

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 3.- Fresh lemons: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
- - - - Percent of stores - - - -						
U. S. total	75.5	73.0	73.5	77.9	72.4	83.3
<u>Volume of store business:</u>						
Under \$50,000	70.1	66.5	67.8	72.4	62.5	76.6
\$50,000 to \$100,000	86.3	85.9	83.3	90.9	85.0	93.8
\$100,000 to \$500,000	92.8	94.1	95.0	94.8	93.3	96.4
\$500,000 and over	95.3	94.9	96.1	91.8	100.0	99.6
<u>Type of store management:</u>						
National chains	100.0	97.7	100.0	97.1	100.0	100.0
Regional chains	91.1	87.9	81.5	80.7	87.4	95.0
Independent groceries	74.2	71.7	72.4	77.2	71.1	82.5
<u>City size, population:</u>						
Under 10,000 ^{1/}	73.8	73.4	71.6	78.4	69.1	84.1
10,000 to 100,000	83.7	78.9	79.4	80.7	77.6	84.4
100,000 to 500,000	86.5	82.8	84.5	83.9	83.5	89.2
500,000 and over	63.8	59.5	63.9	66.8	68.0	75.0
<u>Region ^{2/} or city:</u>						
Northeast	76.2	70.9	70.0	74.7	69.3	84.9
North Central	87.9	83.7	83.9	91.4	78.1	88.0
South	69.7	68.4	65.3	70.6	66.0	81.2
Mountain-Southwest	76.2	78.1	76.3	76.9	73.6	81.3
Pacific	88.7	87.4	92.5	94.0	92.0	92.2
New York City	50.6	48.6	56.4	43.9	59.0	58.7
Chicago	70.4	76.0	80.7	82.9	77.0	87.6
Los Angeles	^{3/}	^{3/}	86.2	85.1	84.7	83.4

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 4.- Canned and frozen juices: Percent of retail food stores with indicated products available, specified months, 1949 - 1951

Commodity	: 1949	:	1950	:	1951
	: August:	November:	May	: August:	February: August
	- - - - Percent of stores - - - -				

Canned juices:

Orange	83.9	84.2	89.2	91.7	91.5	94.2
Grapefruit	84.1	81.9	83.4	83.1	87.1	86.8
Orange-grapefruit blend	56.2	56.9	56.4	57.6	61.7	59.9
Lemon	38.4	42.3	43.4	48.0	47.4	49.2
Lemonade base	*	*	*	12.2	*	27.2
Tangerine	19.2	18.4	19.2	18.5	18.2	18.8
Apple	32.0	44.4	45.7	44.8	45.7	48.5
Pineapple	68.4	74.1	77.7	79.0	82.0	80.4
Prune	62.3	68.0	67.1	68.0	70.6	71.2
Tomato	92.1	92.6	91.6	93.5	92.0	91.6

Frozen concentrated juices:

Orange	24.5	31.4	37.8	38.2	44.1	45.6
Grape	*	*	20.3	24.3	28.1	31.7
Orange-grapefruit blend	*	*	*	11.8	18.0	18.9
Grapefruit	*	*	*	15.8	22.1	24.3
Lemonade base	*	*	*	19.9	23.7	34.4

* Data not available.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 5.- Frozen concentrated orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
	- - - - Percent of stores - - - -					
U. S. total	24.5	31.4	37.8	38.2	44.1	45.6
<u>Volume of store business:</u>						
Under \$50,000	15.5	21.3	26.6	25.7	24.7	26.9
\$50,000 to \$100,000	40.3	51.9	58.9	62.8	69.3	69.0
\$100,000 to \$500,000	54.4	60.2	77.1	82.0	84.5	88.9
\$500,000 and over	74.0	90.1	79.5	89.5	97.9	99.6
<u>Type of store management:</u>						
National chains	39.6	59.1	62.2	72.2	73.8	94.9
Regional chains	44.9	47.9	60.0	64.9	68.0	69.4
Independent groceries	23.1	29.9	36.2	36.2	42.4	43.6
<u>City size, population:</u>						
Under 10,000 ^{1/}	17.3	20.9	28.5	28.5	33.2	34.2
10,000 to 100,000	30.6	40.6	49.5	49.2	56.9	58.6
100,000 to 500,000	30.1	45.0	52.8	55.6	60.3	61.8
500,000 and over	33.7	42.5	42.9	46.7	50.3	56.0
<u>Region ^{2/} or city:</u>						
Northeast	36.0	40.8	45.9	44.6	48.8	52.0
North Central	26.7	34.0	47.0	47.2	50.8	59.2
South	9.2	13.6	16.2	16.1	22.0	22.9
Mountain-Southwest	18.6	26.9	35.6	38.5	42.6	46.8
Pacific	30.9	49.1	58.8	64.6	69.8	73.3
New York City	31.5	39.2	38.2	37.7	49.3	50.9
Chicago	31.8	38.6	46.0	52.0	55.9	63.0
Los Angeles	^{3/}	^{3/}	71.9	76.8	76.3	78.0

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data on Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc. under RMA contract.

Table 6.- Canned single strength orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
- - - - Percent of stores - - - -						
U. S. total	83.9	84.2	89.2	91.7	91.5	94.2
<u>Volume of store business:</u>						
Under \$50,000	80.3	80.8	86.4	89.6	88.7	92.0
\$50,000 to \$100,000	91.7	90.0	95.0	96.2	94.7	96.6
\$100,000 to \$500,000	94.2	96.2	99.2	99.2	98.3	99.8
\$500,000 and over	100.0	98.9	95.0	97.6	99.6	99.6
<u>Type of store management:</u>						
National chains	99.4	100.0	96.3	100.0	100.0	100.0
Regional chains	97.6	96.7	98.0	93.6	98.2	98.6
Independent groceries	82.9	83.2	88.6	91.4	91.1	93.9
<u>City size, population:</u>						
Under 10,000 ^{1/}	84.7	84.9	98.7	92.3	92.0	95.2
10,000 to 100,000	83.5	85.3	89.0	93.6	90.3	92.4
100,000 to 500,000	85.4	85.6	90.6	90.8	95.8	97.0
500,000 and over	81.3	79.5	86.9	86.5	89.5	91.5
<u>Region 2/ or city:</u>						
Northeast	83.3	84.5	87.8	91.0	91.9	95.3
North Central	89.6	91.8	93.2	95.4	91.7	97.4
South	79.1	76.7	86.0	89.7	92.1	92.9
Mountain-Southwest	87.7	89.2	94.5	93.8	91.7	93.5
Pacific	91.1	94.4	95.1	95.0	95.8	96.0
New York City	75.8	71.8	77.0	77.8	79.4	79.5
Chicago	83.5	83.8	90.9	90.9	92.8	96.2
Los Angeles	3/	3/	94.6	95.0	95.8	94.2

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 7.- Canned single strength grapefruit juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
- - - - Percent of stores - - - -						
U. S. total	84.1	81.9	83.4	83.1	87.1	86.8
<u>Volume of store business:</u>						
Under \$50,000	79.8	77.9	78.4	78.3	81.6	81.1
\$50,000 to \$100,000	94.5	89.7	95.5	94.5	95.6	94.8
\$100,000 to \$500,000	95.5	95.1	97.7	97.6	97.2	99.5
\$500,000 and over	100.0	97.4	100.0	97.6	97.6	99.1
<u>Type of store management:</u>						
National chains	100.0	99.4	100.0	100.0	100.0	99.5
Regional chains	96.6	94.7	99.1	97.0	96.7	98.1
Independent groceries	83.1	80.9	82.3	82.0	86.4	86.1
<u>City size, population:</u>						
Under 10,000 ^{1/}	81.2	80.2	81.2	81.4	85.5	83.2
10,000 to 100,000	86.5	87.7	87.0	84.6	87.7	90.1
100,000 to 500,000	92.5	85.2	89.3	88.4	92.2	95.9
500,000 and over	84.7	78.0	81.8	83.4	88.6	89.1
<u>Region ^{2/} or city:</u>						
Northeast	84.4	79.5	86.8	83.1	91.4	92.0
North Central	92.2	89.1	87.2	88.3	89.4	91.8
South	72.9	74.1	72.3	71.2	76.4	76.7
Mountain-Southwest	91.8	91.8	90.7	92.7	89.6	91.7
Pacific	96.1	94.3	97.5	96.2	96.0	94.5
New York City	77.5	72.9	75.2	78.5	80.3	79.8
Chicago	84.7	79.3	86.4	90.9	92.8	93.7
Los Angeles	^{3/}	^{3/}	95.6	96.5	97.4	95.9

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data for Los Angeles were included with Pacific region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 8.- Canned and bottled prune juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
	Percent of stores					
U. S. total	62.3	68.0	67.1	68.0	70.6	71.2
<u>Volume of store business:</u>						
Under \$50,000	53.5	60.2	57.4	59.3	58.9	58.9
\$50,000 to \$100,000	80.6	85.6	89.9	89.1	85.9	90.0
\$100,000 to \$500,000	90.8	90.8	95.0	93.1	95.8	95.9
\$500,000 and over	83.6	95.5	98.6	97.6	95.3	98.8
<u>Type of store management:</u>						
National chains	89.6	99.1	100.0	100.0	100.0	100.0
Regional chains	89.5	92.8	93.6	94.1	94.2	96.9
Independent groceries	60.5	66.3	65.0	66.1	69.0	69.5
<u>City size, population:</u>						
Under 10,000 ^{1/}	53.7	59.7	57.2	59.3	63.2	63.7
10,000 to 100,000	66.1	76.1	79.4	78.9	77.2	79.4
100,000 to 500,000	71.0	79.1	73.9	77.1	79.2	79.8
500,000 and over	76.6	76.0	78.2	77.3	79.9	79.3
<u>Region ^{2/} or city:</u>						
Northeast	68.8	75.7	78.0	77.6	79.3	83.1
North Central	70.9	76.5	76.3	77.4	74.0	77.0
South	38.9	44.3	40.5	44.6	50.4	51.4
Mountain-Southwest	64.1	71.0	68.0	67.1	69.4	75.8
Pacific	81.8	86.1	83.8	85.9	88.8	84.6
New York City	72.5	72.4	74.5	68.4	72.7	76.1
Chicago	67.0	77.1	79.5	81.1	84.2	89.7
Los Angeles	^{3/}	^{3/}	90.6	89.6	92.6	88.9

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 9.- Dried fruits: Percent of retail food stores with indicated products available, and inventories in retail food stores, specified months, 1949 - 1951

Commodity	1949	1950	1951	
	April	May	February	May 1/
- - - - Percent of stores - - - -				
<u>Availability:</u>				
Prunes				
1-pound carton	57.0	64.0	74.2	66.1
2-pound carton	20.3	21.0	24.0	22.1
Transparent film bag	*	6.0	8.5	8.1
Other 2/	12.2	10.1	4.6	6.3
Total 3/	72.7	76.1	82.5	77.4
Dates				
Domestic	*	*	11.3	6.2
Imported	*	*	40.2	29.4
Unidentified origin	*	*	1.1	11.1
Total 3/	29.3	33.5	47.3	40.4
Apricots	29.2	32.4	36.0	*
Peaches	31.5	33.6	34.3	*
Mixed fruits	*	9.1	13.3	*

Inventory:

Tons

Prunes	5,429	5,960	*	5,397
Dates	802	749	*	1,107

* Data not available.

1/ May 1951 is the most recent period for which dried fruit data are available; the survey during that month included only dried fruits.

2/ Includes paper bag containers, bulk, etc.

3/ Components do not equal totals because some stores carry more than one type of a particular commodity, for example, dried prunes in 1-pound as well as 2-pound cartons.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 10.- Dried prunes: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	: 1949	: 1950	: 1951	
	: April	: May	: February	: May 1/
	Percent of stores - - - -			
U. S. total	72.7	76.1	82.5	77.4
<u>Volume of store business:</u>				
Under \$50,000	65.5	69.5	75.7	68.7
\$50,000 to \$100,000	90.2	91.6	91.2	90.9
\$100,000 to \$500,000	93.3	95.7	96.6	94.7
\$500,000 and over	99.3	100.0	100.0	98.8
<u>Type of store management:</u>				
National chains	95.9	98.0	95.3	98.5
Regional chains	94.9	95.7	94.5	94.7
Independent groceries	71.1	74.7	81.7	76.3
<u>City size, population:</u>				
Under 10,000 ^{2/}	69.3	74.0	80.6	75.5
10,000 to 100,000	75.0	78.8	84.7	78.2
100,000 to 500,000	75.7	77.8	88.9	82.2
500,000 and over	77.4	78.3	81.3	80.5
<u>Region ^{3/} or city:</u>				
Northeast	77.5	76.4	82.7	80.7
North Central	85.4	91.2	93.0	91.1
South	56.1	57.9	71.0	62.9
Mountain-Southwest	74.9	78.9	78.5	77.8
Pacific	82.8	89.0	92.2	89.3
New York City	70.6	70.3	68.2	67.5
Chicago	80.9	85.8	90.8	90.0
Los Angeles	^{4/}	93.6	90.5	91.0

^{1/} May 1951 is the most recent period for which dried fruit data are available; the survey during that month included only dried fruits.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{4/} Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 11 .- Dates: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	: 1949	: 1950	: 1951	
	: April	: May	: February	: May 1/
- - - - Percent of stores - - - -				
U. S. total	29.3	33.5	47.3	40.4
<u>Volume of store business:</u>				
Under \$50,000	19.8	24.7	31.8	26.0
\$50,000 to \$100,000	48.9	48.4	67.7	59.9
\$100,000 to \$500,000	60.5	66.2	78.3	69.9
\$500,000 and over	84.2	76.9	95.3	94.7
<u>Type of store management:</u>				
National chains	69.3	62.6	96.7	87.0
Regional chains	65.6	69.3	83.9	82.0
Independent groceries	26.8	31.3	44.6	37.8
<u>City size, population:</u>				
Under 10,000 2/	27.2	31.3	42.2	36.3
10,000 to 100,000	35.2	45.1	54.6	48.8
100,000 to 500,000	31.4	31.8	55.6	47.0
500,000 and over	25.9	24.1	47.1	37.8
<u>Region 3/ or city:</u>				
Northeast	31.6	34.0	47.6	47.2
North Central	42.9	54.5	62.6	56.9
South	11.2	9.8	18.2	16.4
Mountain-Southwest	37.9	35.9	55.4	48.0
Pacific	54.9	63.0	72.2	69.1
New York City	21.4	17.6	43.0	31.2
Chicago	30.6	28.4	50.7	44.1
Los Angeles	4/	62.1	64.7	60.0

1/ May 1951 is the most recent period for which dried fruit data are available; the survey during that month included only dried fruits.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Section II.

Availability in retail food stores:
Canned and frozen juices, August 1951;
and dried fruits, May 1951

Table 12.- Canned single strength juices: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, August 1951

Classification	: Orange	: Grapefruit	: Orange- Grapefruit Blend	: Lemon	: Lemonade Base 1/
	- - - - Percent of stores - - - -				
U. S. total	94.2	86.8	59.9	49.2	27.2
<u>Volume of store business:</u>					
Under \$50,000	92.0	81.1	45.8	34.4	16.0
\$50,000 to \$100,000	96.6	94.8	82.7	68.5	38.0
\$100,000 to \$500,000	99.8	99.5	85.9	81.3	55.3
\$500,000 and over	99.6	99.1	99.1	99.6	72.0
<u>Type of store management:</u>					
National chains	100.0	99.5	97.7	98.5	56.1
Regional chains	98.6	98.1	93.2	95.0	65.6
Independent groceries	93.9	86.1	57.7	46.3	25.0
<u>City size, population:</u>					
Under 10,000 <u>2/</u>	95.2	83.2	53.1	40.0	24.7
10,000 to 100,000	92.4	90.1	64.1	57.8	32.1
100,000 to 500,000	97.0	95.9	69.3	58.0	31.1
500,000 and over	91.5	89.1	72.2	63.4	25.5
<u>Region <u>3/</u> or city:</u>					
Northeast	95.3	92.0	74.1	60.9	35.8
North Central	97.4	91.8	78.6	63.5	37.6
South	92.9	76.7	30.0	23.2	12.0
Mountain-Southwest	93.5	91.7	50.5	45.8	26.1
Pacific	96.0	94.5	86.1	67.1	48.7
New York City	79.5	79.8	74.9	56.5	11.6
Chicago	96.2	93.7	77.5	86.5	30.8
Los Angeles	94.2	95.9	83.3	80.2	26.7

Continued

Table 12.- Canned single strength juices: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, August 1951 - Continued

Classification	: Tangerine :	: Prune :	: Apple :	: Pineapple :	: Tomato :
- - - - Percent of stores - - - -					
U. S. total	18.8	71.2	48.5	80.4	91.6
<u>Volume of store business:</u>					
Under \$50,000	10.0	58.9	33.8	73.1	88.3
\$50,000 to \$100,000	27.3	90.0	65.5	89.1	95.2
\$100,000 to \$500,000	38.8	95.9	84.4	98.4	99.8
\$500,000 and over	69.9	98.8	88.7	99.6	99.6
<u>Type of store management:</u>					
National chains	60.3	100.0	90.9	98.6	100.0
Regional chains	56.5	96.9	81.1	97.5	98.1
Independent groceries	16.4	69.5	46.3	79.4	91.1
<u>City size, population:</u>					
Under 10,000 ^{2/}	15.3	63.7	39.6	76.3	90.3
10,000 to 100,000	23.8	79.4	57.3	80.0	94.0
100,000 to 500,000	19.1	79.8	59.9	92.9	96.2
500,000 and over	22.9	79.3	59.7	88.7	89.1
<u>Region ^{3/} or city:</u>					
Northeast	29.0	83.1	51.0	87.8	95.9
North Central	18.0	77.0	49.8	86.0	94.1
South	11.0	51.4	31.4	65.5	86.3
Mountain-Southwest	16.8	75.8	61.8	87.8	93.6
Pacific	18.8	84.6	82.0	91.2	97.5
New York City	27.2	76.1	63.5	80.5	77.5
Chicago	21.6	89.7	65.1	92.8	95.6
Los Angeles	12.3	88.9	81.1	90.0	96.0

^{1/} Shelf stock lemonade base as distinguished from frozen lemonade base.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 13.- Frozen concentrated juices: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, August 1951

Classification	: Orange	: Grapefruit	: Orange- : Blend	: Lemonade : base : 1/	: Grape
- - - - Percent of stores - - - -					
U. S. total	45.6	24.3	18.9	34.4	31.7
<u>Volume of store business:</u>					
Under \$50,000	26.9	10.9	8.8	17.8	15.4
\$50,000 to \$100,000	69.0	37.2	27.4	54.9	51.8
\$100,000 to \$500,000	88.9	58.2	46.6	71.5	67.8
\$500,000 and over	99.6	78.2	57.0	94.3	94.5
<u>Type of store management:</u>					
National chains	94.9	49.0	49.0	85.0	78.7
Regional chains	69.4	53.6	36.6	58.6	59.3
Independent groceries	43.6	22.6	17.6	32.4	29.6
<u>City size, population:</u>					
Under 10,000 <u>2/</u>	34.2	17.5	12.6	24.9	22.2
10,000 to 100,000	58.6	32.8	28.2	48.0	44.0
100,000 to 500,000	61.8	36.5	27.9	44.9	46.5
500,000 and over	56.0	27.8	21.1	40.5	37.1
<u>Region <u>3/</u> or city:</u>					
Northeast	52.0	34.4	29.3	41.2	40.5
North Central	59.2	27.7	23.8	43.8	42.2
South	22.9	12.2	6.4	16.9	12.7
Mountain-Southwest	46.8	22.3	14.9	33.4	32.8
Pacific	73.3	30.8	25.0	58.0	41.1
New York City	50.9	32.3	28.6	41.4	40.4
Chicago	63.0	26.6	20.4	39.9	48.6
Los Angeles	78.0	30.7	17.8	53.8	42.5

1/ Lemon juice with added sugar; makes lemonade when diluted with water.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 14.- Dried fruits: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, May 1951

Classification	Dried prunes				Dates		
	:1-lb.	:2-lb.	: Trans.	:Total	:Domestic	:Imported	:Total
	:carton:	:carton:	:film bag:	1/			2/
- - - - Percent of stores - - - -							
U. S. total	66.1	22.1	8.1	77.4	6.2	29.4	40.4
<u>Volume of store business:</u>							
Under \$50,000	58.4	10.8	3.2	68.7	4.0	17.6	26.0
\$50,000 to \$100,000	78.1	28.6	8.5	90.9	8.8	41.8	59.9
\$100,000 to \$500,000	80.8	53.0	24.7	94.7	9.2	57.9	69.9
\$500,000 and over	91.4	92.3	35.5	98.8	31.7	78.0	94.7
<u>Type of store management:</u>							
National chains	88.6	80.7	47.7	98.5	28.1	76.6	87.0
Regional chains	87.3	78.3	26.5	94.7	12.8	71.1	82.0
Independent groceries	64.8	18.6	6.5	76.3	5.5	26.7	37.8
<u>City size, population:</u>							
Under 10,000 3/	62.3	21.8	7.3	75.5	3.9	26.3	36.3
10,000 to 100,000	68.3	21.0	10.4	78.2	6.8	37.2	48.8
100,000 to 500,000	70.8	26.6	11.5	82.2	10.9	33.0	47.0
500,000 and over	74.2	22.1	5.0	80.5	10.7	25.7	37.8
<u>Region 4/ or city:</u>							
Northeast	63.8	22.7	2.9	80.7	6.2	35.0	47.2
North Central	81.8	29.4	4.6	91.1	5.5	39.3	56.9
South	59.1	8.3	7.3	62.9	2.2	12.7	16.4
Mountain-Southwest	58.5	24.7	23.1	77.8	6.2	40.3	48.0
Pacific	58.5	59.8	21.1	89.3	25.3	47.4	69.1
New York City	58.7	29.9	4.7	67.5	10.8	21.0	31.2
Chicago	86.9	7.5	1.4	90.0	6.2	30.5	44.1
Los Angeles	82.8	44.3	41.9	91.0	26.6	28.0	60.0

1/ Includes dried prunes in packages other than those specified.

2/ Includes dates unidentified as to origin.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 15.- Dried prunes and dates: Inventory in retail food stores, by store classification, city size, and geographic area, May 1951 ^{1/}

Classification	Dried prunes				Dates		
	1-lb.	2-lb.	Trans.	Total	Domestic	Imported	Total
	:carton:	:carton:	:film bag:	2/			3/
	----- Tons -----				-----		
U. S. total	2,640	2,126	356	5,397	252	632	1,107
<u>Volume of store business:</u>							
Under \$50,000	958	344	33	1,425	71	207	313
\$50,000 to \$100,000	602	399	57	1,145	75	122	243
\$100,000 to \$500,000	763	862	205	1,904	59	238	400
\$500,000 and over	317	521	61	923	47	65	151
<u>Type of store management:</u>							
National chains	201	372	103	687	49	47	117
Regional chains	301	436	67	837	27	115	189
Independent groceries	2,138	1,318	186	3,873	176	470	801
<u>City size, population:</u>							
Under 10,000 ^{4/}	1,110	868	155	2,211	38	238	391
10,000 to 100,000	692	539	117	1,398	60	245	376
100,000 to 500,000	256	270	49	616	94	64	173
500,000 and over	582	449	35	1,172	60	85	167
<u>Region ^{5/} or city:</u>							
Northeast	698	707	30	1,500	73	229	339
North Central	640	489	51	1,223	27	179	320
South	658	184	84	952	12	54	77
Mountain-Southwest	199	214	102	537	10	65	92
Pacific	137	240	57	472	84	43	151
New York City	145	186	10	407	23	22	47
Chicago	93	20	2	122	6	19	29
Los Angeles	70	86	20	184	17	21	52

- 1/ May 1951 is the most recent period for which these data are available.
- 2/ Includes bulk prunes and those in other containers than specified.
- 3/ Includes dates unidentified as to origin.
- 4/ Includes rural route stores outside corporate city limits.
- 5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc. under RMA contract.

Section III

Availability of fresh fruits in stores
customarily handling fresh fruits or
vegetables, August 1951 and selected months
of 1949 - 1951

In this section, the number of stores with the fruit available is expressed as a percent of those stores customarily handling fresh fruits or vegetables, since some retail food stores do not attempt to handle fresh fruits or vegetables.

Table 16.- Fresh oranges: Percent of retail food stores customarily handling fresh fruits or vegetables with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
Percent of stores						
U. S. total	77.6	89.1	93.0	85.6	95.9	86.4
<u>Volume of store business:</u>						
Under \$50,000	70.1	85.4	90.5	80.8	93.9	79.4
\$50,000 to \$100,000	92.8	97.0	97.4	94.8	98.4	95.2
\$100,000 to \$500,000	96.7	98.5	99.8	97.7	99.0	98.2
\$500,000 and over	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type of store management:</u>						
National chains	96.1	94.4	96.3	96.2	95.3	94.2
Regional chains	97.8	100.0	100.0	100.0	100.0	98.9
Independent groceries	76.0	88.4	92.5	84.5	95.7	85.6
<u>City size, population:</u>						
Under 10,000 ^{1/}	70.6	87.2	90.6	79.0	94.4	80.1
10,000 to 100,000	82.4	90.5	95.6	94.6	98.0	93.9
100,000 to 500,000	86.9	91.4	95.6	90.4	97.9	94.3
500,000 and over	87.1	92.4	96.0	93.6	95.7	92.8
<u>Region ^{2/} or city:</u>						
Northeast	86.1	92.7	98.1	96.4	98.3	97.2
North Central	90.2	95.6	97.9	96.3	99.2	98.9
South	49.0	77.4	78.2	54.5	88.3	62.4
Mountain-Southwest	76.7	86.2	95.1	89.2	94.3	89.5
Pacific	91.7	93.4	97.3	96.6	99.0	98.3
New York City	86.5	92.9	96.8	94.7	95.8	91.7
Chicago	89.9	93.8	94.3	96.7	96.4	99.4
Los Angeles	^{3/}	^{3/}	98.8	95.5	97.6	96.2

^{1/} Includes rural route stores outside corporate city limits.

^{2/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{3/} Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 17.- Fresh lemons: Percent of retail food stores customarily handling fresh fruits or vegetables with product available, by store classification, city size, and geographic area, specified months, 1949 - 1951

Classification	1949		1950		1951	
	August	November	May	August	February	August
Percent of stores						
U. S. total	89.2	84.4	88.2	93.8	84.0	96.2
<u>Volume of store business:</u>						
Under \$50,000	85.3	78.9	85.4	92.2	78.0	94.7
\$50,000 to \$100,000	97.2	95.5	91.1	96.9	88.9	98.0
\$100,000 to \$500,000	99.0	98.9	97.9	97.9	96.3	98.4
\$500,000 and over	100.0	99.7	99.6	97.0	100.0	100.0
<u>Type of store management:</u>						
National chains	100.0	97.7	100.0	97.1	100.0	100.0
Regional chains	100.0	98.9	89.4	91.3	93.9	100.0
Independent groceries	88.3	83.3	87.7	93.8	83.2	95.9
<u>City size, population:</u>						
Under 10,000 1/	85.3	81.6	85.8	93.6	79.6	95.5
10,000 to 100,000	93.6	86.5	90.1	94.0	88.4	97.4
100,000 to 500,000	93.1	91.3	92.3	93.3	89.0	98.0
500,000 and over	92.6	86.5	91.0	94.8	89.6	95.3
<u>Region 2/ or city:</u>						
Northeast	86.8	82.1	83.2	90.5	80.9	94.9
North Central	92.2	88.3	87.8	96.7	83.6	95.4
South	84.7	78.3	88.3	92.4	80.2	97.7
Mountain-Southwest	92.7	86.2	91.3	95.8	89.1	96.1
Pacific	95.6	92.9	95.9	98.0	96.3	97.1
New York City	93.7	89.8	98.9	87.5	97.0	97.2
Chicago	83.8	85.0	89.3	94.8	83.6	94.3
Los Angeles	3/	3/	98.8	96.6	95.8	98.1

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

3/ Prior to May 1950, data for Los Angeles were included with Pacific Region.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.





